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Please fill out the form, answering as many questions as possible. Leave blank any that are unclear. Thank you. Please use Adobe Reader! („Preview“ on Macs is NOT recommended).

## Call for outstanding Media Architecture

We are pleased to announce the first call of the Media Architecture Biennale awards for outstanding projects at the intersection of architecture, media and interaction design.

### **Award categories:**

You may submit your project in one or two of the following categories:

#### Animated Architecture

Projects demonstrating creative media facades solutions. Facades of buildings are increasingly animated by integrated light sources. Designers are focusing more and more on the perception of the building. The flexibility of content is rather limited due to resolution, colour and shape of the pixels. In most cases the pixels are highly customised and present a creative challenge to the project.

#### Money Architecture

Projects incorporating buildings that are closely related to business, banks, shopping centres, entertainment and gambling. Lighting on building surfaces might be designed to attract people and encourage spending, or to represent the power of the institution, as in the case of banks for example.

#### Participatory Architecture

Projects mostly developed by media designers that allow passers-by to interact with and take control of the content on the surface. Many projects are non-permanent and built on a pre-existing architectural structure. New media formats that take advantage of mobile apps and social media are being developed.

#### Spatial Media Art

Projects produced in an artistic context at the intersection of architecture and media art. Mostly non-permanent movable installations with an innovative form of spatial interaction and/or perception of space.

#### Future Trends and Prototypes

This section covers special solutions like three-dimensional displays, kinetic facades,

OLEDs or even robotic elements that could shed light on what future media architectures might look like.

Please have a look at the MAB10 catalog for a detailed definition of “Media Architecture” and numerous “Media Architecture” examples.

[http://issuu.com/jeff.lee/docs/katalog\\_mab2010/3](http://issuu.com/jeff.lee/docs/katalog_mab2010/3)

Please note that the area of Media Architecture is dynamically evolving and therefore not easy to define. Media Architecture is made up by the people who are active in the field and by the innovative and ground-breaking projects they are producing.

So, finally, it is also up to you and other participants to establish the directions in which we are heading. It could be that your project is opening up new perspectives and defining new benchmarks.

### **Who may submit?**

Everyone who has played a substantial role in the submitted project, including:

- architects
- designers and experts in:
  - media
  - lighting
  - interaction
  - social engagement
- experts from industry
- experts from academia
- ....

### **Minimum requirements for submitting a project:**

- fill in all fields marked with (a red frame)
- submit at least 3 photos for which you own the copyrights
- submit a web link for additional information
- Send us the fax at the end of the form (or a scan per mail)

Please fill out the form, answering as many questions as possible. Leave blank any that are unclear. Thank you.

Please use Adobe Reader! („Preview“ on Macs is NOT recommended).

We are aware that many Media Architecture projects are being realised by large teams of professionals. For this reason we do not expect you to provide exhaustive information on your project as we recognise there might be some aspects that you do not know about. A field at the end of the form is provided for details of others who could give us further information about the submitted project.

### **Who is the winner?**

Individuals do not win the prize - the project as a whole is awarded. Those involved in the project will be invited to take part in the awards ceremony.

## **Jury**

The jury will be made up of the Biennale organising committee plus two or three invited other experts in the area of Media Architecture. The jury will evaluate the projects according to the following criteria:

- aesthetic qualities
- innovative elements
- technical challenges mastered
- integration of different project components e.g. architecture, display and content

## **Feedback**

You have the chance to be among the first being awarded for outstanding Media Architecture projects.

Please note, we value your feedback and experiences, which will be helpful for implementing any improvements to this process: please direct this to [exhibition@mediaarchitecture.org](mailto:exhibition@mediaarchitecture.org)

## **Deadlines**

Submission opens: **26th July 2012**

Submission deadline: **3rd October 2012**

## **Nominations**

Works can be nominated for prize consideration in the individual competition categories until **3rd October 2012**.

Nominations are recommendations; thus, nominated projects are not automatically entered into the competition. The nominated projects will be contacted by the organisers before the jury convenes.

## **Awards Ceremony**

The awards presentation will take place during the Media Architecture Biennale 2012 November 15-17, 2012 in Aarhus, Denmark

Winners are requested to make a commitment to accepting their awards in person. Groups and institutions are requested to nominate a representative to fulfill this commitment.

## **Exhibition and Awards Curators**

Morten Constantin Lervig, CAVI - Aarhus University

Gernot Tscherteu, Media Architecture Institute

## **Contact**

[exhibition@mediaarchitecture.org](mailto:exhibition@mediaarchitecture.org)

**About You:**

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Street: \_\_\_\_\_

Code: ~~AAAAAA~~ \_\_\_\_\_

City: \_\_\_\_\_

Country: \_\_\_\_\_

Mail: \_\_\_\_\_

Phone/Fax: ~~AAAAA~~ \_\_\_\_\_

Ú@ } ^ A ~~AAAAA~~ \_\_\_\_\_

Skype: \_\_\_\_\_

Web: \_\_\_\_\_

**I submit the following Project:**

to take part in the  
exhibition  
awards

in the following categories  
animated architecture  
spatial media art  
participatory architecture  
money architecture  
future trends and prototypes

Consult the catalog for more information and examples on that categories.

[http://issuu.com/jeff.lee/docs/katalog\\_mab2010/3](http://issuu.com/jeff.lee/docs/katalog_mab2010/3)

## About the Project:

### Project Title

e.g. Sirius Tower [E]

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### Country

e.g. China [E]

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### City

e.g. Beijing [G]

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### Year of Completion

e.g. 2008 [I]

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### Teaser Text

e.g. A vibrant new landmark has appeared in the city of Beijing: the luxury shopping center Sirius Tower. Both outside and inside, the building radiates dynamism and the kind of bright perfection that the architect refers to as the 'Made in Heaven Effect'. Everything about the building moves the eye. [J]

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### Description (Header)

e.g. Skyscraper with heavenly forms[K]

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### Description (Text)

e.g. A wall of light measuring 3.000 square meters has turned the new headquarters of the largest Chinese telecommunications company CXN in Beijing into a spectacular attraction. The stunning building, designed by Domenico Torrone, was officially opened in September 2008. Located near the freeway to Shanghai it can be seen from miles. The 100-meter-high and 40-meter-wide sloping north facade is equipped with around 900 Opticron® flat-panel lamps. Because they can be controlled individually with electronic control gear, they form the pixels of a gigantic monochrome display on which still and moving images can be created. [L]

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**Credits:**

**Building or Project owner**  
e.g. Cardinal Group [M]

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**Architecture**  
e.g. Domenico Torrone and  
Partners [P]

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**Project Artist / Concept /  
Design / Planning**  
e.g. Domenico Torrone and  
Partners [W, X, Y]

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**Structural Engineering**  
e.g. Osap Inc., Hongkong [V]

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**Facade Design**  
e.g. Domenico Torrone and  
Partners [T]

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**Facade Construction**  
e.g. Mega Facades Inc, Beijing[U]

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**Kinetic Engineering**  
e.g. None [Z]

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**Light Design**  
e.g. Domenico Torrone and Osap,  
Hongkong [AA]

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**Technical Layout Light (LED  
Technical Layout)**  
e.g. Modul Labs, Berlin [AA, AI]

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**Display Content / Visuals /  
Showreel**  
e.g. Domenico Torrone; reality  
check, Munich; [AF, AV, BT]

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**Light Hardware (LED  
Hardware)**  
e.g. Modul Labs, Berlin[AE, AK]

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**Lighting Control Software**  
e.g. Dimma DMX by Eflux [AM]

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**Project Coordination**  
e.g. Domenico Torrone and  
Partners[AS]

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## Membrane Skin

e.g. none [AT]

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## Interaction Design / Programming

e.g. pixeldings, Toronto [AW]

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## Project Sponsor / Support

e.g. none [AX]

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## Pixel or other Basic Module / Elements

e.g. Maxi PIX 12 by Eflux [BE]

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## **Descriptions:**

### Facade Type and Geometry (Structure)

e.g. front facade: curtain wall with  
sunscreen made of aluminum  
lamellas and glass fins with dot frit  
and integrated edge lighting; back  
facade: aluminum paneling [AY]

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### Kind of Light Creation

e.g. Custom made full color LED  
edge lighting profiles integrated with  
glass holding fixtures on bottom of  
glass fins with modular length; the  
lighting fixture is designed with a  
combined optic of a condenser lens  
just above the LED and a linear  
Fresnel lens to distribute the light  
evenly across the entire length of  
the glass panel; the glass fins have  
screen printed dot frit to spread the  
light, therefore they become aglow;  
[BI]

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### Resolution and Transmitting Behaviour

e.g. Low resolution - 2500 LED light  
modules (each 10 Watt) are  
integrated into the window frame,  
illuminating the frit, and allowing  
each glass fin to become a self-  
illuminating pixel by night; the  
lighting is programmed to create  
color flows that follow  
the dynamic pattern of the glass fins  
[BM]

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### Pixel Distance

e.g. 70 centimeter [BQ]

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### Luminance

e.g. Medium brightness - the facade is only being used at dawn. [BR]

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### Urban Situation

e.g. The building can be seen from different angles and from a long distance. [BS]

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### Description of Showreel

e.g. The facade displays the clients promo clips and its distinguished double "Q" logo.[BS]

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## Additional Project Information:

Link 1 - 4

Please insert links where one can get more information about the project.

Link 1

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Link 2

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Link 3

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Link 4

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If you need to give us additional information, please fill in the field title and the content:

Field Titel

e.g. Digital Facade Prints

Content

e.g. Rüdiger Knoppers, Stuttgart

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Content

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Comments

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Will you bring objects to the exhibition?

Yes

No

If yes: what would you bring:

Prototype

Product sample

Model

something else

**Photos and other Media:**

In order to submit a project you must provide at least 3 photos of which you own the copyrights.

Credit 1

for

Filename \_\_\_\_\_

Credits \_\_\_\_\_

Credit 2

for

Filename \_\_\_\_\_

Credits \_\_\_\_\_

Credit 3

for

Filename \_\_\_\_\_

Credits \_\_\_\_\_

Credit 4

for

Filename \_\_\_\_\_

Credits \_\_\_\_\_

Credit 5

for

Filename \_\_\_\_\_

Credits \_\_\_\_\_

Please note that by submitting the photos you give us the right to publish them at no costs in the exhibition, in the „media architecture compendium“ and in publications related to the exhibition and scientific publications of members of the Media Architecture Institute and you declare that you have the right for publishing and the dissemination of the photos.

**Suggestions:**

Additional information about the project.

Whom else should we ask in order to get info about the project. Please indicate contact data.

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Suggest sponsors

Which companies were involved in the project and could be willing to support the Biennale and might be interested in presenting the project and the technology / products used in the project.

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Suggestions for the Biennale.

You are also welcome to make other suggestion for the Media Architecture Biennale in general.

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By submitting you declare that you have read and agree with the Terms of Participation.

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Signature

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Date and Place

## Terms of Participation:

Please note that by submitting photos you give us the right to publish them at no cost in the exhibition, in the „media architecture compendium“ (iPad and iPhone App available at the Apple App Store), on the [mediaarchitecture.org](http://mediaarchitecture.org) website and in publications related to the exhibition and scientific publications of members of the Media Architecture Institute and you declare that you have the copyright to publish and the disseminate of the photos.

Due to technical and organisational constraints, the organisers of the Media Architecture Biennale 2012 reserve the right to determine the actual extent, timing and layout/editing of the above-mentioned publications and documentaries.

The organisers (Aarhus University and Media Architecture Institute) and the sponsors of Media Architecture Biennale wish to make the results of the competition accessible to as large an audience as possible. To achieve this, a public relations campaign aimed at particular media outlets (press, radio, TV and Internet) will be conducted.

The organisers reserve the right to determine which of the submitted works will be included in the exhibitions and which of the submitted works will be awarded. The entrants hereby consent to making their works available for this purpose.

The entrant hereby declares that he/she is legally authorised to convey such rights to the extent stipulated above, that he/she has obtained any and all necessary consent from third parties as called for by regulations governing copyright, personal property rights or other such legal provisions, and that he/she is prepared to provide proof of such at any time if called upon by the organisers of Media Architecture Biennale 2012 to do so.

Additional stipulations with regard to the conveyance of rights within the framework of agreements concluded in conjunction with participation in the exhibition and awards supplement the rights conveyed in this agreement but do not limit them in the absence of an express written agreement to the contrary.

This agreement elaborating the terms of participation is governed by Austrian law with the exception of the United Nations Convention on Contracts for the International Sale of Goods and all norms serving as legal reference (Verweisungsnormen). The place of jurisdiction is Vienna.

The participants convey to the organisers the non-exclusive right free of temporal or geographic restriction to publish or post the submitted works on presently existing video streaming sites such as YouTube, Vimeo, Flickr.

**Copyright sheet. Please fill out, sign and fax to MAI:  
+43 1 726 73 71 - 10**

**Transfer of Copyright / Confirmation of Authorship**

We ..... (company, contact person)  
.....(project name)

herewith confirm that we are in possession of all rights of use and exploitation rights for the illustrations, photos, videos and texts that we make available to the organisers Media Architecture Biennale 2012 for publication in the exhibition, in the „media architecture compendium“ (iPad and iPhone App available at the Apple App Store), on the mediaarchitecture.org website and in publications related to the exhibition and scientific publications of members of the Media Architecture Institute.

We confirm that we make these illustrations, photo, videos and texts available without fees and restrictions regarding time or location provided they are used in the context described above.

We furthermore confirm that the release of the illustrations, photos, videos and texts does not infringe the rights of third parties and that we have clarified in advance the matter of any such rights. Accordingly we assume responsibility for any claims or demands that may be made by such third parties.

The organisers of Media Architecture Biennale 2012 agree to use the illustrations made available to them exclusively for the exhibition and publication referred to above, for relevant licensed editions or in the context of publicity work for the exhibition. Furthermore the rights holders or authors concerned will be mentioned by name in the publication.

The organisers reserve the right to determine which of the submitted works will be included in the exhibitions and which of the submitted works will be awarded. The entrants hereby consent to making their works available for this purpose.

..... Place | Date

..... Signature and stamp of the rights holder or their representative

Organizers of the Media Architecture Biennale 2012:  
Aarhus University and  
Media Architecture Institute